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The Influence Of Price And Variety Of Hijab Products On Purchasing Decisions At Zadir Hijab Collection In Jambi City

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Abstract

Indonesia has one of the largest Muslim fashion markets globally, creating intense competition among hijab retailers. In this competitive environment, price and product variety are considered important factors influencing consumers' purchasing decisions. This study aims to analyze the partial and simultaneous effects of price and hijab product variety on purchasing decisions at Zadir Hijab Collection, Jambi City. This research employed a quantitative approach using an associative survey method. The population comprised all consumers of Zadir Hijab Collection, while 100 respondents were selected through purposive sampling. Data were collected using observation and a five-point Likert scale questionnaire. Data analysis was performed using SPSS through validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The results indicate that price has a positive and significant effect on purchasing decisions ($\beta = 0.515$; $p < 0.001$), while product variety also has a positive and significant effect ($\beta = 0.328$; $p < 0.001$). Simultaneously, both variables significantly influence purchasing decisions ($F = 71.446$; $p < 0.001$) and explain 59.6% of the variance in purchasing decisions ($R^2 = 0.596$). It can be concluded that maintaining competitive prices while offering diverse hijab products is an effective strategy for improving consumer purchasing decisions at Zadir Hijab Collection.

Keywords: Consumer Behavior, Price, Product Variety, Purchasing Decision, Retail Marketing

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INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, with 87.08% of the population, or approximately 245.97 million people, being Muslim in the first half of 2024. This condition makes Indonesia the third-largest consumer of Muslim fashion in the world, with spending of approximately 20 billion USD. In line with the projections of the Indonesia Islamic Fashion Consortium (IIFC), the Muslim fashion industry continues to grow, including the hijab sector, which has now become part of the lifestyle and identity of Muslim women. This development encourages business actors to continue to innovate to be able to meet consumer needs and preferences amidst increasingly fierce competition (Khoiriah, 2024; Putri & Hidayat, 2021).

Marketing strategy plays a crucial role in enhancing business competitiveness. According to Stanton, marketing strategy encompasses product planning, pricing, promotion, and distribution to meet consumer needs (Ratnasih, 2019). Within the marketing mix, price and product variety are key factors influencing purchasing decisions. Price reflects the product's value to consumers, while product variety provides choices tailored to needs and preferences, increasing purchase opportunities (Fatimah, Syamsuddinnor, & Alfiannor, 2023; Kotler & Keller, 2018; Rahmadani & Sari, 2022; Kridaningsih, 2020; Tjiptono, 2019; Fadilah & Kusuma, 2021).

Zadir Hijab Collection in Jambi City is a distributor of various hijab brands with a significant customer base but does not yet have its own brand. Sales data from 2020–2025 shows fluctuations in both customer numbers and sales value. Although sales have increased after a decline in 2021, they have not yet returned to 2020 levels. This indicates that consumer purchasing decisions are unstable, requiring an analysis of the influencing factors.

This problem is exacerbated by differences in sales levels for each hijab product variation. Some products have high sales, while others still have significant inventory. This suggests that purchasing decisions are influenced not only by price but also by the suitability of product variations, such as model, material, color, quality, and design, to consumer needs (Tjiptono, 2019; Fadilah & Kusuma, 2021; Hawignyo, Jumhodikromin, & Hartelina, 2022).

Previous research has shown that price and product variety influence purchasing decisions. Ningsih and Rahmawati (2020) stated that appropriate pricing can improve purchasing decisions, while Ramdani and Fitriani (2021) found that product variety can increase sales. However, Wulandari (2022) showed that under certain conditions, price is not the primary consideration. These differences in results indicate a research gap, as

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research on the influence of price and product variety on the Zadir Hijab Collection in Jambi City is still very limited.

Based on this phenomenon, this study aims to analyze the influence of price and product variety on hijab purchasing decisions at Zadir Hijab Collection in Jambi City, both partially and simultaneously. This research is important to provide an understanding of the factors that influence consumer purchasing decisions and serve as a basis for developing marketing strategies. The novelty of this research lies in its focus on Zadir Hijab Collection in Jambi City, utilizing the phenomenon of sales fluctuations and differences in sales levels for each product variation as the basis for analysis.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to analyze the influence of price and hijab product variety on purchasing decisions at Zadir Hijab Collection in Jambi City. This study is an associative study that examines the relationship between price variables (X1), hijab product variety (X2), and purchasing decisions (Y) through statistical analysis (Kusumastuti, Khoiron, & Achmadi, 2020). The study was conducted from November 2025 to January 2026.

The study population was all consumers of Zadir Hijab Collection in Jambi City. The sample was determined using a purposive sampling technique with the criteria of having purchased a hijab at least twice, being willing to be a respondent, and being at least 17 years old. Based on the Slovin formula with a 10% error rate, a sample of 100 respondents was obtained.

Data were collected through observation and questionnaires using a five-level Likert scale. Price variables were measured based on price suitability, competitiveness, affordability, and price variation (Clara & Andy, 2022). Product variation variables were measured through the diversity of colors, models, sizes, materials, and accessories (Bakti & Tiara, 2021), while purchasing decisions were measured through purchase intention, product preference tendency, purchase frequency, and consumer loyalty (Putri & Aribowo, 2024). Data analysis was performed using SPSS through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination (R^2) (Darma, 2021; Arikunto, 2014; Mariana, 2022; Sudaryana & Agusiady, 2022).

The research procedure began with instrument development, followed by data collection through observation and questionnaires from eligible respondents. The data were then tested for validity, reliability, and classical assumptions before being analyzed

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using multiple linear regression to examine the effect of price and product variety on purchasing decisions, both partially and simultaneously.

RESULTS AND DISCUSSION

Respondent Characteristics Results

Table 1 Respondent Characteristics Based on Age

No.	Respondent Age	Number of people)	Percentage
1	< 17 Years	-	-
2	17-25 Years	81	81
3	26-35 Years	17	17
4	> 35 Years	2	2
	Amount	100	100

The table above shows respondents based on the age of the respondents, the most respondents were 17-25 years old, as many as 81 respondents or 81%, then 26-35 years old, as many as 17 respondents or 17%.

Table 2 Respondent Characteristics Based on Occupation

No.	Work	Number of people)	Percentage
1	Students	67	67
2	Employee	20	20
3	Self-employed	7	7
4	Teacher	2	2
5	civil servant	1	1
6	Housewife	3	3
	Amount	100	100

The table above shows respondents based on occupation, showing that the most respondents were students/college students, as many as 67 respondents or 67%, then respondents who worked as employees were 20 respondents or 20%.

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Table 3 Respondent Characteristics Based on Purchase Frequency

No.	Visits/Purchases	Number of people)	Percentage
1	2 times	42	42
2	> 2 Times	58	58
	Amount	100	100

The table above shows respondents based on purchasing frequency, showing that the most respondents were those who shopped > 2 times, as many as 58 respondents or 58% and respondents who shopped 2 times, as many as 42 respondents or 42%.

Instrument Testing Results

Table 4 Results of Questionnaire Validity Test

Variables	Item	r-results	r-table	Conclusion
Price (X1)	1	0.570	0.195	*Valid*
	2	0.657	0.195	*Valid*
	3	0.498	0.195	*Valid*
	4	0.505	0.195	*Valid*
	5	0.575	0.195	*Valid*
	6	0.631	0.195	*Valid*
	7	0.561	0.195	*Valid*
	8	0.454	0.195	*Valid*
Hijab Product Variations (X2)	1	0.551	0.195	*Valid*
	2	0.491	0.195	*Valid*
	3	0.645	0.195	*Valid*
	4	0.613	0.195	*Valid*
	5	0.612	0.195	*Valid*
	6	0.630	0.195	*Valid*
	7	0.561	0.195	*Valid*
	8	0.436	0.195	*Valid*
Purchase Decision (Y)	1	0.693	0.195	*Valid*
	2	0.686	0.195	*Valid*
	3	0.413	0.195	*Valid*
	4	0.668	0.195	*Valid*

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	5	0.676	0.195	*Valid*
	6	0.518	0.195	*Valid*
	7	0.623	0.195	*Valid*
	8	0.582	0.195	*Valid*
	9	0.670	0.195	*Valid*
	10	0.690	0.195	*Valid*

Based on table 4 above, it can be seen that all indicators of the Price variable (X1) which consists of 8 statements, the Hijab Product Variation variable (X2) which consists of 8 statements, and the Purchase Decision variable (Y) which consists of 10 statements are declared valid because the calculated r value is higher than the r table of 0.195.

Table 5 Questionnaire Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Status
Price	8	0.776	*Reliable*
Hijab Product Variations	8	0.807	*Reliable*
Buying decision	10	0.867	*Reliable*

Based on the results of the reliability test, the Cronbach's Alpha value was obtained for the Price variable (X_1) of 0.776, the variable Hijab Product Variation (X_2) of 0.807, and the Purchase Decision variable (Y) of 0.867. These results indicate that all variables have a Cronbach's Alpha value greater than 0.60.

Classical Assumption Test

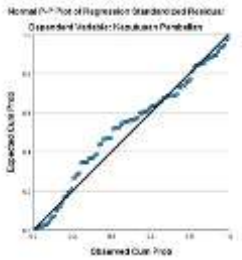


Figure 1 Normality Test Results

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Based on the Normal PP Plot graph above, the residual points are spread around the diagonal line and follow the direction of the diagonal line. This distribution pattern indicates that the residuals in the regression model are normally distributed or close to normal. There are no significant deviations from the diagonal line that could indicate data abnormality.

Table 6 Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,930	2,732		1,439	0.153		
	Price	0.629	0.105	0.515	5,995	0,000	0.565	1,769
	Hijab Product Variations	0.381	0.100	0.328	3,822	0,000	0.565	1,769
a. Dependent Variable: Purchasing Decision								

Based on the multicollinearity test results, the Price and Hijab Product Variation variables each had a Tolerance value of 0.565 (>0.10) and a VIF of 1.769 (<10). These results indicate that there are no symptoms of multicollinearity among the independent variables, thus the regression model meets the classical assumptions and is suitable for use in multiple linear regression analysis.

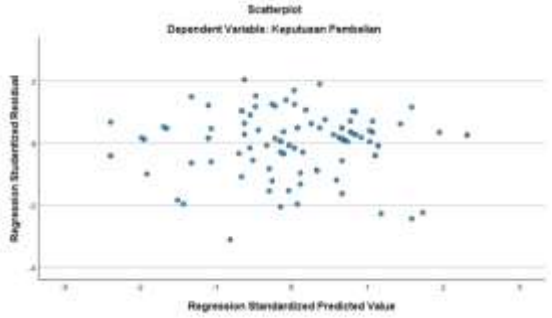


Figure 2 Heteroscedasticity Test Results

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Based on the results of the heteroscedasticity test using a scatterplot, the residual points are randomly distributed above and below the number 0 on the Y-axis and do not form a specific pattern. This distribution indicates that the residual variance is constant or homogeneous. Therefore, it can be concluded that the regression model does not experience heteroscedasticity symptoms, thus meeting the homoscedasticity assumption and is suitable for further regression analysis.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis using SPSS, the following regression equation was obtained:

$Y = 3.930 + 0.629X_1 + 0.381X_2$

The equation shows that the constant value of 3.930 is the Purchase Decision value when the Price variable (X) is$_1$) and Hijab Product Variations (X_2) are considered constant. The regression coefficients of Price of 0.629 and Hijab Product Variation of 0.381 are positive, meaning that each one-unit increase in each variable will increase the Purchase Decision by the value of its coefficient, assuming the other variables remain constant.

Hypothesis Test Results

Table 7 t-Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,930	2,732		1,439	0.153
	Price	0.629	0.105	0.515	5,995	0,000
	Hijab Product Variations	0.381	0.100	0.328	3,822	0,000

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Based on the results of the t-test, the Price variable has a calculated t-value of 5.995 with a significance of 0.000 (<0.05), while the Hijab Product Variation has a calculated t-value of 3.822 with a significance of 0.000 (<0.05). These results indicate that Price and Hijab Product Variation have a positive and significant effect on Purchasing Decisions, so all partial hypotheses are accepted. Based on the Standardized Coefficients Beta value, the Price variable (0.515) has a more dominant influence than the Hijab Product Variation (0.328) on Purchasing Decisions.

Table 8 F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1170,476	2	585,238	71,446	<,001b
	Residual	794,564	97	8,191		
	Total	1965,040	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Hijab Product Variation, Price						
Source: SPSS data processing, 2026.						

Based on the test results in the ANOVA Table, the calculated F value was 71.446 with a significance value of 0.000. This significance value is smaller than the specified significance level of 0.05 (0.000 < 0.05). These results indicate that the regression model used in this study is suitable for use in explaining the relationship between the independent and dependent variables.

Table 9 Results of Determinant Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.772a	0.596	0.587	2.86206
a. Predictors: (Constant), Hijab Product Variation, Price				
b. Dependent Variable: Purchase Decision				
Source: SPSS data processing, 2026.				

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Based on the analysis results in Table 4.9 of the Model Summary, the R-square value was 0.596, or 59.6%. This indicates that the Price and Variety of Hijab Products variables are able to explain 59.6% of the Purchase Decision variable. The remaining 40.4% is explained by other variables not examined in this study.

DISCUSSION

1. The Influence of Price on Purchasing Decisions

Based on the results of the partial test (t-test), the calculated t-value was 5.995 with a significance level of 0.000. A significance value smaller than 0.05 indicates that the Price variable has a positive and significant effect on Purchasing Decisions among consumers of Zadir Hijab Collection in Jambi City. Thus, the first hypothesis in this study is accepted.

From a consumer behavior perspective, price is a marketing factor that consumers consider when making purchasing decisions. Consumers evaluate the benefits they receive relative to the sacrifices they must make. When consumers assess that the price is commensurate with the quality and benefits of the product, their likelihood of making a purchase increases. The results of this study indicate that Zadir Hijab Collection consumers consider price when making hijab purchasing decisions. Affordable prices that align with product quality can create a positive perception of value in the eyes of consumers, thus encouraging purchasing decisions.

This finding is in line with research conducted by Muhammad Zakka Putra Karim Samsul Arifin and Retno Wulansari which stated that price has a positive and significant influence on hijab purchasing decisions. This research is also supported by Veni Erniawanti, Maulana Yusuf, and M. Taufik Ridho who found that price has a significant influence on consumer purchasing decisions. In addition, based on the Standardized Coefficients Beta value of 0.515, the Price variable is the variable that has the most dominant influence on Purchasing Decisions compared to Hijab Product Variations. This finding indicates that Zadir Hijab Collection consumers tend to be more sensitive to the price aspect in determining purchasing decisions.

The results of this study indicate that consumers not only consider the price they must pay but also consider the appropriateness of the price to the quality of the hijab product they receive. Consumers tend to feel satisfied and confident in making a purchase if the price is perceived as commensurate with the quality of the material, comfort, trendy style, and durability of the product. In other words, a price perceived

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as reasonable will increase perceived value, thus encouraging consumers to make a purchase.

At the Zadir Hijab Collection in Jambi City, relatively affordable pricing is one of the main attractions for consumers. The diverse selection of hijabs offered at a price range that aligns with people's purchasing power allows consumers to choose products that meet their needs and budget. This creates a sense of perceived value for money, further strengthening their purchasing decisions.

Furthermore, price also serves as a tool for consumers to compare products sold by Zadir Hijab Collection with similar products offered by other hijab stores. Amidst increasingly fierce competition in the Muslim fashion industry, consumers have many alternative options, so they tend to choose stores that can offer competitive prices without compromising product quality. Therefore, an appropriate pricing strategy is a crucial factor in maintaining consumer interest and increasing business competitiveness.

The results of this study also show that Zadir Hijab Collection consumers have a fairly high level of sensitivity to price changes. If the price offered is in line with the benefits received, consumers will be more encouraged to make a purchase, and may even make repeat purchases in the future. Conversely, if a price increase occurs without an increase in product quality or perceived benefits, consumers may consider looking for alternative products elsewhere. This indicates that price is a key factor influencing consumer purchasing behavior.

The dominant influence of price in this study also indicates that the majority of Zadir Hijab Collection consumers come from a group of people who prioritize spending efficiency when shopping for fashion products. Although product style and variety are important considerations, consumers still prioritize price as the primary factor when making purchasing decisions. Therefore, Zadir Hijab Collection needs to maintain a competitive pricing strategy while maintaining product quality so that consumers continue to perceive high value from each purchase.

Based on the overall results of the study, it can be concluded that price plays a very important role in influencing consumer purchasing decisions at Zadir Hijab Collection in Jambi City. The better consumers' perceptions of price affordability, the suitability of price to product quality, price competitiveness compared to competitors, and the suitability of price to benefits received, the higher the consumer's tendency to decide to buy hijab products at Zadir Hijab Collection in Jambi City.

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2. The Influence of Hijab Product Variations on Purchasing Decisions

Based on the partial test (t-test) results, the calculated t-value was 3.822 with a significance level of 0.000. This value indicates that Hijab Product Variety has a positive and significant effect on Purchasing Decisions. Thus, the second hypothesis in this study is accepted.

According to consumer behavior theory, consumers will seek out product alternatives that best suit their needs and preferences before making a purchase. A diverse product variety provides consumers with more choices, making it easier for them to find products that suit their desires, style, and usage needs.

The results of this study indicate that the diversity of models, colors, motifs, and types of hijab offered by Zadir Hijab Collection can increase consumer purchasing decisions. The more choices available, the greater the likelihood of consumers finding products that match their preferences, thus encouraging purchases. These results align with research by Rizal Bakti and Azma Artika Tiara, which states that product variety has a positive and significant effect on purchasing decisions. This finding is also supported by research by Nurissyarifah and Didit Darmawan, which explains that the more diverse the products offered, the higher consumer interest and purchasing decisions.

However, the influence of Hijab Product Variety is still lower than that of Price. This is evident from the beta value of 0.328, which is smaller than the beta value of 0.515 for Price. In other words, although product variety is important to consumers, price remains a primary consideration in purchasing decisions at Zadir Hijab Collection.

The results of this study indicate that product diversity is an effective strategy for attracting consumers. Consumers have different characteristics, tastes, and needs, so providing a diverse product range provides each consumer with the opportunity to find a hijab that suits their preferences. Product diversity is not only measured by the number of products available, but also includes differences in models, colors, sizes, motifs, materials, and designs that follow current Muslim fashion trends.

At the Zadir Hijab Collection in Jambi City, a comprehensive product range makes it easy for consumers to choose products that meet their needs, whether for daily activities, work, formal events, or religious activities. The availability of these options enhances customer convenience during the purchasing process, eliminating

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the need to search for desired products in other stores. This indirectly increases customer satisfaction and encourages purchasing decisions.

Besides providing more alternative choices, product variety also reduces the likelihood of consumers becoming bored with the products on offer. Rapidly evolving hijab trends mean consumers are increasingly seeking out the latest styles and designs that align with current fashion trends. Therefore, providing product variety that follows market trends is crucial for maintaining consumer interest and increasing Zadir Hijab Collection's competitiveness compared to other hijab stores.

The results of this study also show that consumers tend to give positive reviews to stores that offer a comprehensive product selection. The more alternatives available, the greater the chance of consumers finding products that suit their needs, tastes, and financial capabilities. Therefore, product variety can increase consumer confidence in making purchasing decisions because they have more options to compare before deciding which product to purchase.

Nevertheless, the results of this study show that the influence of product variety is still lower than the influence of price. This indicates that Zadir Hijab Collection consumers not only consider the number of product choices but also their purchasing power and the appropriateness of price compared to the benefits received. In other words, product variety will have a more optimal impact when supported by pricing that aligns with the quality of the products offered.

The implication of this research is that Zadir Hijab Collection needs to continuously update its hijab collection regularly, presenting models, colors, motifs, and types that follow market trends and consumer needs. Furthermore, maintaining stock availability for each product variant is also crucial to ensure consumers have no difficulty in obtaining the products they desire. With an increasingly comprehensive product range and competitive pricing, consumer purchasing decisions are expected to continue to improve.

Based on the overall research results, it can be concluded that hijab product variety plays a significant role in influencing consumer purchasing decisions at Zadir Hijab Collection in Jambi City. The greater the variety of hijab styles, colors, motifs, materials, and types offered, the greater the chance of consumers finding a product that meets their needs and preferences. This will increase consumer interest and confidence in making purchasing decisions, although price remains the dominant factor in this study.

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3. The Influence of Price and Variety of Hijab Products on Purchasing Decisions

Based on the results of the simultaneous test (F test), the calculated F value was 71.446 with a significance level of 0.000. A significance value less than 0.05 indicates that price and hijab product variety simultaneously have a significant effect on purchasing decisions. Thus, the third hypothesis in this study is accepted.

In consumer behavior theory, purchasing decisions are the result of a consumer's evaluation of various product attributes before deciding to purchase. Price and product variety are two factors that can influence this evaluation process. Consumers not only consider the suitability of price to their affordability and perceived benefits, but also the range of product options available to meet their needs and preferences.

The results of this study indicate that the combination of appropriate prices and diverse product variations can increase consumer purchasing decisions at Zadir Hijab Collection in Jambi City. Consumers tend to be more confident in making purchases when the products offered are priced appropriately and are available in a variety of options that can be tailored to their needs. The findings of this study are in line with the research of Nurissyarifah and Didit Darmawan which stated that price and product variety simultaneously influence purchasing decisions. These results are also supported by research by Rizal Bakti and Azma Artika Tiara which found that price and product variety together have a significant influence on consumer purchasing decisions.

Based on the coefficient of determination (R^2) of 0.596, it is known that the Price and Variety of Hijab Products variables are able to explain the variation in Purchasing Decisions by 59.6%, while the remaining 40.4% is influenced by other factors outside the research model. These factors can include product quality, promotion, location, service, brand image, and consumer psychological factors that were not examined in this study.

The results of this study indicate that consumer purchasing decisions are not influenced by a single factor, but rather the result of a combination of several complementary factors. An appropriate price will create the perception that the product is worth the cost, while a comprehensive product variety gives consumers the flexibility to choose the product that best suits their needs, tastes, and preferences. When both factors are met simultaneously, consumers' desire to make a purchase will increase.

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At Zadir Hijab Collection in Jambi City, a competitive pricing strategy is supported by a wide selection of hijabs in terms of styles, colors, motifs, materials, sizes, and types. This provides a better shopping experience, as consumers can tailor their product choices to their daily needs or special occasions. Furthermore, consumers feel they have more options, increasing the chance of finding a product that suits their needs.

The simultaneous influence of price and product variety indicates that these two variables support each other in shaping purchasing decisions. Affordable prices without adequate product variety may not optimally attract consumer interest. Conversely, a comprehensive product variety will also not yield optimal results if the price offered is perceived as too high or does not reflect the quality of the product received. Therefore, balancing pricing and product variety is a crucial strategy for enhancing consumer purchasing decisions.

These findings also indicate that Zadir Hijab Collection consumers exhibit fairly rational purchasing behavior. Before making a purchase, consumers compare several product alternatives based on price, quality, model, color, and available product options. After evaluating these alternatives, consumers select the product they perceive as providing the greatest benefits within their financial means. This aligns with consumer behavior theory, which explains that purchasing decisions result from a process of need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

The significant contribution of these two variables in explaining purchasing decisions suggests that Zadir Hijab Collection's marketing strategy needs to focus on maintaining competitive pricing and providing product variety that follows evolving Muslim fashion trends. By maintaining prices that align with consumer purchasing power and continuously expanding product selection, the company can increase customer satisfaction while strengthening future purchase and repeat purchase intentions.

However, the coefficient of determination results also indicate that there are other factors influencing consumer purchasing decisions beyond the variables studied. This illustrates that purchasing decisions are complex behaviors influenced by various aspects, such as product quality, promotion, service, business location, brand image, and personal and psychological factors of consumers. Therefore, further research is expected to develop the research model by adding these variables

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to provide a more comprehensive explanation of the factors influencing consumer purchasing decisions.

Based on the overall research results, it can be concluded that price and hijab product variety are two complementary factors influencing consumer purchasing decisions at Zadir Hijab Collection in Jambi City. The better the pricing strategy implemented and the more diverse the product selection, the higher the consumer's likelihood of making a purchase. These findings suggest that success in increasing purchasing decisions depends not only on a single variable but requires a combination of price that matches the product's value and product variety that meets consumer needs and desires.

CONCLUSION

This study demonstrates that price and product variety significantly influence purchasing decisions at Zadir Hijab Collection Jambi City, both partially and simultaneously. Price has the strongest influence, indicating that consumers place greater emphasis on affordability, price fairness, and the suitability of price with product quality when deciding to purchase hijab products. Product variety also has a positive and significant effect by providing consumers with broader choices in terms of models, colors, materials, and designs that match their preferences and needs. Simultaneously, both variables explain 59.6% of the variation in purchasing decisions, while the remaining 40.4% is influenced by other factors outside the research model. These findings confirm that a combination of competitive pricing and diverse product offerings plays an important role in encouraging consumer purchasing decisions at Zadir Hijab Collection Kota Jambi.

This study is limited to examining only two independent variables, namely price and product variety, using a quantitative approach with respondents from a single business location, which may limit the generalizability of the findings. In addition, other factors that potentially influence purchasing decisions, such as product quality, promotion, service quality, store atmosphere, brand image, and consumer trust, were not included in the analysis. Therefore, future studies are recommended to incorporate additional variables, expand the research area, increase the sample size, and apply different analytical approaches to provide a more comprehensive understanding of consumer purchasing behavior in the Muslim fashion industry. Practically, the findings imply that Zadir Hijab Collection should maintain competitive pricing while continuously updating product collections according to consumer preferences and market trends.

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Maintaining adequate stock availability and offering diverse hijab options are also essential strategies to strengthen customer satisfaction, encourage repeat purchases, and enhance business competitiveness.

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